

BS01372

U.S. Application No. 10/017,111 Examiner ALVAREZ, Art Unit 3622  
Response to July 12, 2005 Office Action

**AMENDMENT TO THE CLAIMS**

1. (Currently Amended) A method for marketing, comprising:
  - defining a match between a user classification and an incentive;
  - receiving from a set-top box user data associated with a user's ~~cable~~ television viewing selections;
  - receiving the user's credit card purchase records describing purchases from retail stores;
  - classifying the user in a user classification when the user's ~~cable~~ television viewing selections relate to the user's purchases from the retail stores ~~credit card purchase records~~; and
  - transmitting the incentive to the user if a match is defined between the user classification and the incentive.
2. (Currently Amended) The method of claim 1, wherein the user's ~~cable~~ television viewing selections comprises a channel viewed by the user, a program shown on the channel, and the amount of time the channel is watched.
3. (Previously Presented) The method of claim 1, further comprising collecting the user data.
4. (Currently Amended) The method of claim 1, wherein the user's ~~cable~~ television viewing selections comprises how much of an advertisement the user views.
5. (Cancel)
6. (Currently Amended) The method of claim 1, wherein said step of classifying the user further comprises relating the credit card purchase records and the user's ~~cable~~ television

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viewing selections if the user views advertisements for a product and purchases the product.

7. (Currently Amended) The method of claim 1, wherein said step of classifying the user further comprises classifying the user in the user classification if the user data satisfies a predefined parameter, the parameter defining cable television viewing habits for the user classification.
8. (Previously Presented) The method of claim 1, wherein the user data comprises whether a product associated with the incentive was purchased.
9. (Original) The method of claim 1, wherein the user data comprises global computer network viewing data.
10. (Original) The method of claim 1, wherein the user data comprises survey data.
11. (Previously Presented) The method of claim 1, wherein the user data comprises a price paid for a product and a time the product was purchased.
12. (Currently Amended) The method of claim 1, wherein the incentive comprises an image embedded into cable television media content.
13. (Previously Presented) The method of claim 1, wherein the incentive comprises a redeemable electronic coupon.
14. (Original) The method of claim 1, wherein the incentive comprises a banner.
15. (Currently Amended) A system for delivering targeted incentives to a user, comprising:  
  
a server in communication with a set-top box;

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user data stored on the server, wherein said user data is collected from a plurality of sources comprising the user's cable television viewing selections from the set-top box and the user's credit card purchase records describing purchases from retail stores; and

a classification module in communication with the server configured for defining a match between a user classification and an incentive, and classifying the user in the user classification when the user's cable television viewing selections relate to the user's purchases from the retail stores ~~credit card purchase records~~.

16. (Cancel)
17. (Cancel)
18. (Currently Amended) The system of claim 15, wherein said classification module is further configured for relating the user's credit card purchase records and the user's cable television viewing selections if the user views advertisements for a product and purchases the product.
19. (Currently Amended) The system of claim 15, wherein said classification module is further configured for classifying the user in the user classification if the user data satisfies a predefined parameter, the parameter defining cable television viewing habits for the user classification.
20. (Previously Presented) The system of claim 15, wherein the user data comprises whether a product associated with the incentive was purchased.
21. (Original) The system of claim 15, wherein the user data comprises global computer network viewing data.
22. (Original) The system of claim 15, wherein the user data comprises survey data.

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23. (Previously Presented) The system of claim 15, wherein the user data comprises a price paid for a product and a time the product was purchased.
24. (Currently Amended) The system of claim 15, wherein the incentive comprises an image embedded into eable television media content.
25. (Original) The system of claim 15, wherein the incentive comprises a video program.
26. (Original) The system of claim 15, wherein the incentive comprises a banner.
27. (Original) The system of claim 15, wherein the incentive comprises a coupon.
28. (Previously Presented) The method of claim 1, wherein the incentive comprises a video program.
29. (Currently Amended) The method of claim 1, wherein the user's eable television viewing selections comprise video games.
30. (Currently Amended) The method of claim 1, wherein the user's eable television viewing selections comprise audio content.
31. (Previously Presented) The method of claim 1, further comprising identifying the incentive by a product.
32. (Previously Presented) The method of claim 1, further comprising identifying the incentive by a demographic.
33. (Previously Presented) The method of claim 1, wherein the step of transmitting the incentive to the user comprises transmitting the incentive by mail.

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34. (Previously Presented) The method of claim 1, wherein the step of transmitting the incentive to the user comprises transmitting the incentive by electronic message.
35. (Previously Presented) The method of claim 1, further comprising receiving records related to a shopping card in which the user is given a discount in exchange for using the shopping card.
36. (Previously Presented) The method of claim 1, further comprising receiving separate identification codes identifying each user of a common user terminal.
37. (Previously Presented) The system of claim 15, wherein the server receives separate identification codes identifying each user of a common user terminal.
38. (Currently Amended) A method for marketing, comprising:
- defining a match between a user classification and a redeemable electronic coupon;
  - receiving user data associated with a user's content selections;
  - receiving the user's credit card purchase records describing purchases from retail stores;
  - classifying the user in a user classification when the user's content selections relate to the user's purchases from the retail stores ~~credit card purchase records~~; and
  - transmitting the redeemable electronic coupon to the user if a match is defined between the user classification and the electronic coupon.